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ABSTRACT

Two questionnaires were developed, one on facilities and facilities-related data and another on instructional programs and instruction-related activities. They were sent to more than 100 schools, with useable returns received from only 26 proprietary schools. Other returns came from schools that were part of programs of public junior colleges or other nonproprietary institutions. It was found that many schools were suspicious about the purpose of the surveys and believed that information about their operations and students could intensify competition among the schools, many of which are fighting for survival. No optimum standards were used in this survey. This attempt was merely to locate available programs and provide a beginning for further data gathering and information activities. Since certain federal benefits for student aid are being provided to the states based upon enrollment ratios, including enrollment of the proprietary schools, the proprietary schools of the state should cooperate fully with the planning board in data gathering activities. (LBH)

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A SURVEY OF PROPRIETARY SCHOOLS IN MISSISSIPPI: FACILITIES AND POSTSECONDARY EDUCATIONAL PROGRAMS

THE POSTSECONDARY EDUCATION
PLANNING BOARD
OF THE
STATE OF MISSISSIPPI

JACKSON

JUNE, 1975

HE008294

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

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A SURVEY OF PROPRIETARY SCHOOLS IN MISSISSIPPI:

FACILITIES AND POSTSECONDARY EDUCATIONAL PROGRAMS

A study conducted jointly by the staffs of the Postsecondary Education Planning Board of the State of Mississippi and the State Building Commission, as a part of a comprehensive survey of postsecondary educational facilities and programs available in the State of Mississippi as of early 1975, which survey constituted one of the major projects conducted by the Postsecondary Education Planning Board and funded from a grant made to the Board by the U. S. Office of Education supporting the 1202 Commissions for FY 1975.

THE POSTSECONDARY EDUCATION PLANNING BOARD
Dr. E. R. Jobe, Chairman

STATE BUILDING COMMISSION
Dr. Woodrow W. Clark, Director of Planning

Jackson, Mississippi
June, 1975

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FOREWORD

During 1974, Governor William Waller of the State of Mississippi created by Executive Order the Postsecondary Education Planning Board for the State "...to provide policies for consistent planning of postsecondary education activities in Mississippi." As a part of this responsibility, the Board has set itself the task of gathering and inventorying data and data sources concerned with developmental planning in this large area.

Considerable data has been found to exist concerning most aspects of facilities and programs of the public and private junior and senior institutions of higher education. Also, vocational and technical schools of various relationships to the public high schools and junior colleges are reported from a variety of sources. The area almost devoid of information in the State has to do with the proprietary schools, particularly those having postsecondary-level educational programs.

For Fiscal Year 1975, the Planning Board set forth several activities in a definite program of work. Two of those activities involved the inventorying of all postsecondary educational programs available to people of Mississippi within the state: their location, scope, characteristics, student populations, facilities, diplomas, objectives, and plans. Much of this

information existed, some in published form or on official reports, but condensed and comprehensive summaries by types of school or programs were needed.

The State Building Commission staff has considerable data on facilities and educational equipment on all public and many of the private college-level institutions. Also, the Commission staff had had a long experience in gathering facilities and facility planning data on educational and use programs of state schools and agencies, including private schools. The Planning Board requested the Building Commission's cooperation and assistance in surveying the educational facilities and instructional programs of these proprietary schools of the state.

Two questionnaires were developed for this survey of these proprietary schools: a questionnaire on facilities and facilities-related data and a questionnaire on instructional programs and instruction-related activities. These questionnaires were mailed to the proprietary schools which were registered to do business in the State and with several legal authorities: the Commission of School and College Registration, the State Board of Cosmetology, and the State Barber Board being three of these sources of addresses of schools. Some of the above identified schools were not "proprietary" nor "postsecondary" in nature, and, therefore, they were either omitted from the survey effort or, if no definite determination of the nature of the school could be determined, questionnaires were sent and the determina-

tion was made upon receipt of answer as to whether the response should be included in the survey summary of findings.

Questionnaires were sent to more than one hundred (100) schools. Useable returns were received from only 26 proprietary schools, with other returns coming from schools which were part of programs of public junior colleges or other non-proprietary institutions.

The following presentations are made from this rather small response, which response was governed very largely by the school not being familiar with data-gathering or information-reporting instruments; therefore, having cautious suspicion about the purpose of the surveys, many schools felt that information about their operations and students could intensify competition among the schools, many of which are fighting for survival at the present.

PART A

THE EDUCATIONAL FACILITIES OF THE PROPRIETARY SCHOOLS IN THE STATE OF MISSISSIPPI

This section of the report deals with responses and their interpretations provided by "Questionnaire A," which questionnaire is provided as the first reference table following this narrative. From these responses, it should be noted that eight interpretive tables have been provided dealing with some significant aspect of facilities' use. Other data are to be found in the original questionnaires which are in the files of the Planning Board.

Reference should be made here to the standards or criteria published by the several accrediting, approval, or registering agencies of the State having to do with physical plants or programs of schools by type, such as are included in this survey. For instance, the Cosmetology Board has certain requirements dealing with instructional equipment which must be met. The Barbering Colleges are similarly governed by the Barber Board.

In this report, Table A-1 provides a tabulation of approximate areas of instructional space. The smallness of the areas is apparent to one immediately. Only three of the responding schools had more than 4,000 square feet of instructional area in use. Five schools had less than 1,000 square feet of space in their teaching areas.

Table A-2 provides a quick look at the size of the instructional area when compared to the number of students using those areas. Square feet per student is a significant measure of necessary space. It is probable that this table shows the need for additional students, since much more than minimal space requirements are indicated.

Table A-3 is presented to show the variations among the types of schools between the number of rooms and the number of teaching stations. Several of the schools had only one teaching station.

Table A-4 presents average costs per student by types of schools, and the costs per station are averages of average costs reported by the schools, and are reported here only to provide a relative index.

Table A-5 gives a further insight into the data of the final column of Table A-4. As is shown, facilities costs per student can be high.

Table A-6 presents a type of data which has always carried great significance for people in higher education--hours per week of room use for instuctional areas. Most educational institutions would find a room used thirty or more hours per week to meet a satisfactory norm. Campus-wide classroom use of twenty hours per week, on an average, would be considered ideal by most of the private colleges and public junior colleges in Mississippi. It is not known what the optimum classroom use

per week is for schools such as these surveyed.

Table A-7 is presented to indicate the degree of expansibility of presently-used facilities. Many of the schools stated that in order to enlarge their enrollments and/or their program offerings, new constuction would be necessary.

Table A-8 is included here to indicate the degree of affiliation practiced by the schools. The business colleges' programs lend themselves easily to work-study arrangements with business houses.

Observations and Recommendations

It should be obvious to the reader that no optimum standards have been used in this survey. This attempt has been merely to locate available programs and as much as anything else provide a beginning for further data gathering and information activities. Each of the responding schools and schools which did not respond hereto should be asked at the end of calendar year 1975 to provide enrollment and program data to the Postsecondary Education Planning Board.

Certain Federal benefits for student aid are already being provided the states based upon enrollment ratios, including enrollment of the proprietary schools. The students who wish to attend these schools should be provided their legal entitlements to the extent that data reporting will accomplish this, and the PSE Planning Board of our state is the arm of State government to manage this prospect. The proprietary schools of our state should therefore cooperate fully with the Planning Board in data gathering activities which are designed to help people of the state at large, and especially those who choose to attend a school operating in our private enterprise areas.

TABLE A

MISSISSIPPI STATE BUILDING COMMISSION

1501 Sillers State Office Building

Jackson, Mississippi 39205

A. QUESTIONNAIRE ON EDUCATIONAL FACILITIES
OF PROPRIETARY SCHOOLS IN MISSISSIPPI

1. Name of Institution: _____

2. Address: _____
(Street or Box) (City) (Zip Code)

3. Name of Respondent: _____

4. Kind of School: _____

5. Is your school mainly "secondary" (that is, do you require high school graduation or equivalency for admission?): _____

If yes, name exceptions: _____

_____

6. If you have a single central classroom building, please list:

a. Size in square feet: _____

b. Number of classrooms: _____

c. Number of teaching stations: _____

d. Average use in hours per week for average teaching station: _____

e. What percent of present student use of facilities would you consider ideal? _____

f. Could you enlarge your present facility if opportunity allowed? _____

7. In terms of dollars, what is the estimated investment in the plant (building and facilities)? _____

8. In terms of dollars, what is the estimated, average cost of each specialized student station (such as a barber chair, etc.)?

_____

9. Student enrollment, fall term, 1974-75: _____

10. Maximum enrollment planned for most efficient operation of your school: _____

11. Describe, if pertinent, any special educational facilities requirements of your school: _____

_____

_____

12. If your school provides off-campus instruction, or on-the-job training, please describe facilities provided by the cooperating institutions or business houses for this type instruction: _____

_____

_____

_____

_____

_____

13. Please add any other comments concerning the physical facilities of your school which you feel would be of value to this questionnaire:

_____

_____

_____

_____

_____

_____

Thank you for your time and cooperation.

TABLE A-1

SIZE IN SQUARE FOOTAGE OF PROPRIETARY SCHOOL FACILITIES

Type of School	Under 1000'	1001-2000'	2001-3000'	3001-4000'	Over 4000'
Cosmetology Schools With an Enrollment of Fifteen or Less[1]	1	-	3	1	-
Cosmetology Schools With an Enrollment of More than Fifteen	2	2	3	3	2
Barbering Schools	1	-	-	-	-
Floral Design Schools	1	-	-	-	-
Business Colleges	-	-	1	2	2
TOTALS:	5	2	7	6	4

[1]One Cosmetology School did not respond to this question. Two other Cosmetology Schools who did not give enrollment have square footage of 360' and 2500' respectively.

TABLE A-2

SQUARE FEET PER STUDENT CURRENTLY PROVIDED

Type of School	Less than 150'	150-299'	300-449'	More than 450'
Cosmetology Schools With an Enrollment of Fifteen or Less[1]	-	2	1	2
Cosmetology Schools With an Enrollment of More than Fifteen	6	4	-	-
Barbering Schools	1	-	-	-
Floral Design Schools	-	1	-	-
Business Colleges	3	2	-	-

[1]One Cosmetology School in this category did not give square footage.

TABLE A-3

AVERAGE NUMBER OF CLASSROOMS AND STATIONS[1]

Type of School	Average Number of Classrooms	Range	Average Number of Teaching Stations	Range
Cosmetology Schools With an Enrollment of Fifteen or Less	2	1-3	10	5-25
Cosmetology Schools With an Enrollment of More than Fifteen	2	1-3	16	10-30
Barbering Schools	1	1	15	15
Floral Design Schools	1	1	2	2
Business Colleges	5	3-8	5	3-8

[1]Reduced to nearest whole number.

TABLE A-4

DOLLAR INVESTMENT: FACILITIES

Type of School	Average Cost of Investment	Average Cost Per Station	Average Investment Per Student
Cosmetology Schools With an Enrollment of Fifteen or Less	$25,200.00	$743.50	$2,739.00
Cosmetology Schools With an Enrollment of More than Fifteen	43,688.89	697.22	2,143.00
Barbering Schools	24,500.00	600.00	3,062.00
Floral Design Schools	25,000.00	50.00	6,250.00
Business Colleges	84,233.33	618.13	619.00

TABLE A-5

PER STUDENT DOLLAR INVESTMENT IN FACILITIES BY TYPE OF SCHOOL

Type of School	Under $500	$500-$1000	$1001-$2000	$2001-$3000	Over $3000
Cosmetology Schools With an Enrollment of Fifteen or Less	1	1	1	-	2
Cosmetology Schools With an Enrollment of More than Fifteen	1	2	3	2	2
Barbering Schools	-	-	-	-	1
Floral Design Schools	-	-	-	-	1
Business Colleges	1	1	1	-	-

TABLE A-6

AVERAGE WEEKLY HOURS OF INSTRUCTION

Type of School	Mean	Mode	Median
Cosmetology Schools With an Enrollment of Fifteen or Less	31	40	40
Cosmetology Schools With an Enrollment of More than Fifteen	38	40	40
Barbering Schools	34	34	34
Floral Design Schools	40	40	40
Business Colleges	37	42	37

TABLE A-7

PRESENT DEGREE OF UTILIZATION OF FACILITIES AND FUTURE POSSIBILITY FOR EXPANSION

Type of School	Present Use is What Percent of Possible Use of Facilities?	Could You Expand Your Facilities If You Desired?
Cosmetology Schools With an Enrollment of Fifteen or Less:		
School 101	100%	Yes
School 102	50%	Yes
School 103	90%	Yes
School 104	Not Given	No
School 105	25%	Yes
School 106	Not Given	Yes
School 107	80%	Yes
School 108	Not Given	Yes
School 109	100%	No
Cosmetology Schools With an Enrollment Of More Than Fifteen:		
School 201	85%	Yes
School 202	100%	Yes
School 203	100%	Yes
School 204	100%	Yes
School 205	Not Given	No
School 206	100%	Yes
School 207	100%	Yes
School 208	100%	No

TABLE A-7, Continued.

School 209	50%	Yes
School 210	100%	Yes
School 211	100%	Yes
Barbering Schools:		
School 301	50%	Yes
Floral Design Schools:		
School 401	50%	Yes
Business Schools:		
School 501	80%	Yes
School 502	90%	No
School 503	80%	Yes
School 504	75%	Yes
School 505	50%	Yes

TABLE A-8

OFF-CAMPUS SPECIAL INSTRUCTION

Type of School	Work-study Programs	Seminars & Special Events Programs	No Program Indicated
Cosmetology Schools With an Enrollment of Fifteen or Less	-	2	7
Cosmetology Schools With an Enrollment of More than Fifteen	-	1	10
Barbering Schools	-	-	1
Floral Design Schools	-	-	1
Business Colleges	3	-	1
TOTALS	3	3	20

PART B

THE EDUCATIONAL PROGRAMS

The second part of this report deals with a very candid look at the programs of study offered by the proprietary schools which responded to Questionnaire B of this survey [Table B].

Table B-1 lists the types of educational programs offered by the respondents and the minimum length of each program type, some of which are set by state regulations.

Table B-2 is concerned with data on students by school, and the schools are not identified by name. It should be noted here that almost one thousand students are indicated in this report of the responding schools. The students in the non-responding schools probably number at least a thousand more.

Table B-3 deals with student charges and other costs of attending a school, by type of instructional program. Tuitions are expensive, and proprietary schools are profit-making in order to exist.

Table B-4 shows the difficulty of classifying postsecondary level programs of instruction. Practically all schools surveyed <u>desired</u> high school graduates, but only a few <u>required</u> a high school diploma.

Conclusions:

This survey suggests several things to the reported:

1. An annual survey should be attempted by an appropriate and responsible agency seeking at least minimal data from the proprietary schools. Such a survey should be conducted in a manner devised to not disturb these schools with misgivings about the misuse of reported data.

2. An accurate and comprehensive list of all proprietary schools in the state that operate at the postsecondary level should be kept current by the PSE Planning Board.

3. The proprietary institutions should be made more aware of the benefits that are presently available to their students from Federal and other sources, and the relationship of the securing of these benefits to accurate student and other data reporting.

4. Studies on the status of the proprietary schools which have been conducted in other states should be made a part of the available materials provided to the PSE Planning Board for reading and use.

5. Data on the proprietary schools are almost nonexistent. Planning and assistance require a better data base than we now have.

TABLE B

MISSISSIPPI STATE BUILDING COMMISSION

1501 Sillers State Office Buidling

Jackson, Mississippi 39205

B. QUESTIONNAIRE ON PROGRAMS OF INSTRUCTION
OF PROPRIETARY SCHOOLS IN MISSISSIPPI

1. Name of Institution: _____

2. Address: _____
(Street or Box) (City) (Zip Code)

3. Name of Respondent: _____

4. Kind of School: _____

5. Is high school graduation or equivalency required for admission to your school? _____

6. List your major plans of study and time required for completion of each:

_____

_____

_____

_____

7. If not listed in Number 6 above, what certificates or diplomas do you award? _____

_____

_____

_____

8. How many graduates did you have in 1974 (by program, if possible)?

_____

_____

_____

9. What would be your maximum capacity enrollment, by programs? _____

_____

_____

_____

10. What is your current (1974-1975 school year) enrollment, by program?

11. In relation to the current job market, what type of positions do you prepare your student to fill?

12. If you had to expand, what is your estimate of the cost of increasing your operations by twenty-five percent (25%)?

13. What are your basic student charges, by program if possible?

14. Please describe your school calendar and your hours of daily operation (daily class period schedule, if applicable). Attach separate sheet(s), if necessary:

15. Describe the geographic area from which your students are drawn, and your special problems, if any, of recruitment of students with respect to area distance:

THANK YOU FOR YOUR TIME AND COOPERATION.

TABLE B-1

PROGRAMS OF STUDY AND STUDENT HOURS REQUIRED BY EACH

PROGRAM	NUMBER OF SCHOOLS OFFERING	AVERAGE STUDENT HOURS REQUIRED
Cosmetology	19	1500*
Wigology	5	300
Manicurist	5	250
Teacher Trainee	2	750
Barbering	1	1500*
Floral Design, Basic Course	1	162
Floral Design, Refresher Course	1	64
Secretarial Courses:		
Medical	4	1230
Legal	3	1240
Executive	5	1142
IBM Secretarial	2	1048
Basic	5	864
Stenography	1	280
Clerk-typist	3	500
Intensive Secretarial	2	600
Civil Service Secretarial	1	720
Business Administration	3	773
Computer Programming	3	853
Keypunch Data Processing	3	273
Bookkeeping	1	340
Junior Executive	4	1070
Senior Accounting	4	1855
Electronics	2	1800

*State regulations govern.

TABLE B-2

STUDENT DATA PER SCHOOL

Type of School	Number of 1974 Graduates	Current Enrollment	Maximum Enrollment*
Cosmetology	25	20-25	35-40
	20	16	40
	20	20	54
	19	36	20
	6	18	18
	10	20	40
	14	17	20
	15	8	20
	34	17	20
	Not given	15	60
	18	18	20
	6	Not given	45
	20	3	40
	26	15	60
	40	35	100
	0	1	10
	2	0	5
	20	17	20
Business	12	33	194
	123	196	300
	35	150	200
	4	17	80
	76	143	300
Barbering	5	8	15
Floral Design	3	2	15

TABLE B-3

AVERAGE COST AND COST RANGE OF PROGRAMS

Program	Average Cost	Cost Range
Cosmetology	$ 489*	$ 400 - $ 825*
Wigology	118	80 - 125
Manucurist	127	80 - 200
Teacher Trainee	300	200 - 400
Barbering	1838**	1838**
Floral Design, Basic	300	300
Floral Design, Refresher	150	150
Secretarial:		
Medical	1564	1300 - 1925
Legal	1573	1300 - 1925
Executive	1507	1000 - 1925
IBM Secretarial	1228	1020 - 1435
Basic	1030	500 - 1350
Stenography	280	280
Clerk-typist	613	400 - 870
Intensive Secretarial	1013	875 - 1150
Civil Service Sec'y	1040	1040
Business Administration	1063	900 - 1225
Computer Programming	1127	480 - 1595
Keypunch	380	180 - 485
Bookkeeping	915	915
Junior Executive	1158	1000 - 1690
Senior Accounting	2048	1790 - 2725***
Electronics	2538	2430 - 2645

*Two schools not included charge $1624 and $1995, respectively; however, this amount includes room and board.

**This amount includes room and board.

***The higher figure in the range is for an Associate Degree in Accounting.

TABLE B-4

PROPRIETARY SCHOOLS REQUIRING COMPLETION OF HIGH SCHOOL

Type of School	Requires Completion of 10th Grade	Requires Completion of High School
Cosmetology Schools With an Enrollment of Fifteen or Less[1]	6	2
Cosmetology Schools With an Enrollment of More than Fifteen	8	3
Barbering Schools	1	-
Floral Design Schools	-	-
Business Colleges[2]	4	-

[1]Two Cosmetology Schools did not answer this question. However, under State law, a tenth-grade education or its equivalent is necessary for enrollment in a cosmetology school.

[2]One Business School does not require a high school diploma for the Clerk-typist Course; another will allow admission without a high school diploma if the candidate passes their own admission examination.

LISTING OF RESPONDENTS

Institution Name	Address	Type of School
American Beauty College	2200 25th Avenue, Gulfport, MS 39501	Cosmetology
Annie Laurie's Beauty School	1601 8th Avenue, Columbus, MS 39701	Cosmetology
Breland's Poro Beauty School	406 South Main, Columbia, MS 39429	Cosmetology
Calmese's Beauty School	2500 5th Street, Meridian, MS 39301	Cosmetology
Carthage Beauty College	P. O. Box 556, Carthage, MS 39051	Cosmetology
Cox's School of Cosmetology, Inc.	3167 Hwy. 80 E., Pearl, MS 39208	Cosmetology
Deluxe Beauty College	821 Union Street, Greenville, MS 38701	Cosmetology
Dillard's Beauty School	116 N. Commerce, Natchez, MS 39120	Cosmetology
Foster's Cosmetology College	723 Walnut St., Ripley, MS 38663	Cosmetology
Greenwood Beauty College	Highland Park, Greenwood, MS 38920	Cosmetology
Grenada Beauty College	325 First St., Grenada, MS 38901	Cosmetology
Hattiesburg School of Cosmetology	132 New Orleans St., Hattiesburg, MS 39401	Cosmetology
Jeffie Liles Academy of Hair Design	1298 North Lamar, Oxford, MS 38655	Cosmetology
McComb Beauty School	111 3rd St., McComb, MS 39648	Cosmetology
Milady's School of Cosmetology	1417 Fayette St., Vicksburg, MS 39180	Cosmetology

RESPONDENTS, CONTINUED

Mildred's Beauty School	Woodlawn, Tupelo, MS 38801	Cosmetology
Mississippi College of Beauty Culture	732 West Central Ave., Laurel, MS 39440	Cosmetology
Pascagoula Beauty Academy	Hwy. 90 East, Pascagoula, MS	Cosmetology
State Academy of Cosmetology	228 Fayars St., Biloxi, MS	Cosmetology
Foster's Barber College	723 Walnut St., Ripley, MS 38663	Barbering
Mississippi Floral Design School	1412 West 7th St., Hattiesburg, MS 39201	Floral Design
Draughon's Business College	502 North St., Jackson, MS	Business College
Draughon's Business College	606 N. Gloster, Tupelo, MS 38801	Business College
Neely Business College	222 Lamar Bldg., Meridian, MS 39301	Business College
Phillips College	1920 Pass Road, Gulfport, MS 39501	Business College and Electronics School
Phillips College	528 N. State St., Jackson, MS 39201	Business College and Electronics School